

Helping the healer

The skill of surgeons has elevated them to the ranks of miracle-makers. Improvements in operative techniques have improved the prognosis for a whole range of medical problems. Much of this progress is due not just to the skilful plying of the surgeon's art but to advanced surgical aids – high tech imaging tools and robotic navigation devices that help surgeons find their way through the most complex of the body's internal structures. One of the company's pioneering these innovations is ISIS S.A.S. Intelligent Surgical Instruments & Systems in France.

ISIS specialises in the development, manufacture and sale of high tech systems in the surgical field. Its particular focus is on computer-based surgical devices and here it offers two main product lines: SurgiAssist and SurgiMedia. The SurgiAssist brand covers a range of multipurpose interactive surgical assistants. The unit installed in the operating room makes use of modern computer technology, data display modules and communication tools to make data concerning the current operation available on a screen, recordable for future analysis and exchangeable with one or several remote stations. These stations located in another room, another hospital or another country, allow distant direct expertise support or training in real time. The SurgiMedia range consists of digital display stations dedicated to the OR, enabling the surgeon to get access to DICOM and video patient data, work on these and record them on removable supports or the network. "Surgery is a collaborative activity with surgeons sharing new techniques for the benefit of patients. Our tools are not merely there to help the patient actually being operated on but they also facilitate the dissemination of any insights won from that particular operation afterwards," explains CEO Xavier Priquel.

ISIS was founded in 2002 and launched its SurgiAssist in 2004, its



SurgiMedia is a centralised digital display station that allows any kind of patient data to be brought into the operating theatre

SurgiMedia in 2006. The company sees itself as a specialist in its field. "There are similar products available in the market but they tend to be add-ons to a larger product range rather than being conceived as a stand-alone system dedicated to all surgeons. This means that unlike our products, they tend to have to compromise in certain areas. We have already built up a reputation for innovation and won the Artinov Prize in 2005," says Export Manager Cécile Gross. ISIS has also been selected as a supplier to the DGA (Delegation Generale pour l'Armement – French Army). The company's products are already being used in operating theatres in Europe, the USA and Asia. "We are currently building a network of distributors in Europe. Our target markets are Germany, Italy, the UK,

Spain and Russia and we are actively looking for sales partners in these countries," says Ms. Gross. The full range of ISIS products can be seen at this year's Medica trade fair in Düsseldorf, Germany in November. ■

ISIS S.A.S.

Intelligent Surgical Instruments & Systems

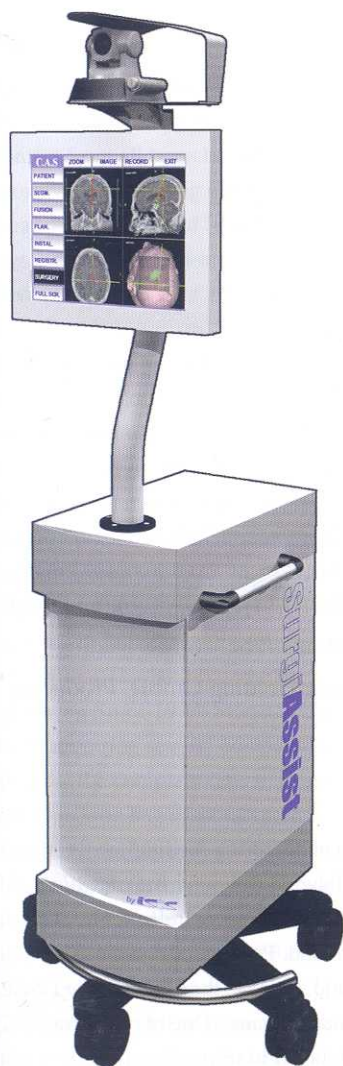
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SurgiAssist supplies real time data on the current operation in the OR while transferring them to remote stations and recording for later analysis